

Street Fights: Corporate social responsibility and a dragway's attempt to reduce illegal street racing

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Street Fights: Corporate social responsibility and a dragway's attempt to reduce illegal street racing

Abstract

This study sought to explore a professional sport venue's use of Corporate social responsibility (CSR) to promote positive social change, by addressing illegal street racing, through events designed for community participation. This study specifically looked at public dragracing events, titled "*Street Fights*," held at a professional dragway. The purpose of this study was to 1) examine drivers' awareness of the event's social responsibility initiatives with *Street Fight* events and 2) determine if these initiatives are promoting behavioral changes in drivers. Drivers at *Street Fight* events were surveyed (n=77, 60% response rate) on their levels of awareness of the venue's social responsibility initiatives, as well as, the event and venue's overall influence on positive social change within the community. Results showed that *Street Fight* racers seem to be aware that the events were created to offer a safe, legal, and affordable place to dragrace. *Street Fight* racers also indicated they were less likely to engage in excessive speeding on open roadways due to their participation in *Street Fight* events.

Keywords

illegal street racing, corporate social responsibility, drag racing, professional sport organization

Introduction

Mainstream sports have long been used in society to influence social change through competition, rivalries, player interaction, and fan loyalty. The multi-billion dollar sport industry ranks among the top ten industries in the world and impacts one in four Americans (Milano & Challadurai, 2011). The enormous revenues professional sport organizations (PSOs) generate create opportunities and, perhaps, expectations for these organizations to become more involved within their communities. Over the years, PSOs have steadily increased their involvement in their communities through philanthropy and charitable actions (Babiak & Wolfe, 2009; Breitbarth & Harris, 2008; Smith & Westerbeek, 2007). Many studies support the idea that PSOs have cultural significance in part because of the number of people reached and the celebrity status that is attached to professional athletes. The philanthropy work PSOs pursue is consistent with business organizations' engagement in corporate social responsibility as they show true and sincere interest in the well-being of the communities (Carroll, 2009; Dielh, 2007).

Literature supports that PSOs' engagement in social responsibility can have a powerful influence on society and promote positive social change when their motives for these actions are known to the community and they focus on specific social issues (Inoue, Kent, & Lee, 2011; Lee, Lee, Seo, & Green, 2012; Lockett, Moon, & Visser, 2006). Thus, if sports are to be used as a means to deal with social issues, PSOs must first communicate with local government and other agencies to identify specific social needs. After social needs are identified, the PSOs must clearly communicate what they perceive their social responsibilities are, and the actions they believe should be taken to address social issues within their communities (Westerbeek & Smith, 2005). In the Walker et al. (2013) study, results showed that consumer familiarity of the PSOs social responsibility programming played a key role in decisions to support such programming. The researchers also found that knowledge of the PSO's social responsibility initiatives had a positive influence on consumer intentions to revisit such programming events (Walker, et al., 2013).

While research findings generally demonstrate that professional sport organizations can generate social benefits, the literature has focused mostly on professional league, team, and athlete contributions to communities and how those contributions are impacting society (Dielh, 2007; Inoue & Kent, 2014; Irwin, Irwin, Miller, Simes, & Richey, 2010). One facet of professional sport that often goes unrecognized as a factor in social change is the sport venue.

Research supports the importance of location of events as well as consumer loyalty to professional venues (Guilianotti, 2004; Moore, 2000; Lee, Lee, Seo, & Green, 2012). This loyalty has been tied to repeat attendance and has been shown to have an overall positive impact on consumer perception of the events held at the professional venues (Walker et al., 2013). This study seeks to address whether or not professional venues, in combination with events designed for public participation, could be a platform used in influencing social change and ultimately making communities safer through such events.

Given the limited attention that has been given to the social responsibility of individual professional sport venues and potential impacts they can have on society, the following questions remain unanswered: 1) Can professional sport venues be used to promote positive social change in communities through events created specifically to address social issues within that community?; 2) Does level of awareness of why these events were created by the PSO impact

success of the event's mission to create positive social change within the community? With those questions at the forefront, this study sought to explore a professional sport venues' use of social responsibility to promote positive social change through events designed for community participation. This study specifically looked at a dragracing event series, titled *Street Fights*, held at a professional dragway in the Southeast region of the USA. These events are designed for public participation and target the local community. The purpose of the study was to examine drivers' awareness of the event's social responsibility initiatives with *Street Fight* events and if these initiatives are promoting behavioral changes in drivers.

Review of Literature

Corporate Social Responsibility

Before discussing ways in which corporate social responsibility (CSR) can be used in professional sport venues to promote social change, it is important to identify what activities are considered to be effective in achieving CSR goals and objectives. A salient list of these activities has yet to emerge from the literature and perhaps might never emerge. Baron (2001) argues that "Corporate social responsibility is an ill and incompletely defined concept" (p.10). CSR is defined by the World Business Council of Sustainable Development, as "the commitment of a business to contribute to economic development, working with employees, their families, and the local community to improve quality of life" (Servaes & Tamayo, 2013, p.1046). This definition focuses on the social aspect, and on seeking the well-being of the organizations' stakeholders. Social aspects pertain to areas such as the environment and the community, whereas treatment of employees would fall under the focus of stakeholders (Servaes & Tamayo, 2013; Dahlsrud, 2008). Dahlsrud (2008) examined 37 definitions of CSR based on internet searches pertaining to CSR. The results suggested that both social and stakeholder dimensions receive the same amount of attention in those definitions.

CSR has become an integral part of business practices. Many corporations devote much of their time and finances to developing strategic social responsibility plans. Smith & Westerbeek (2007) examined the role corporations must play in creating a CSR plan and found communication of social responsibility actions to be an integral part of that plan when trying to influence stakeholders as well as their communities. The studies conducted by Pomeroy & Dolcinar (2009), Porter and Kramer (2002), and Siegal (2010) also revealed the importance of communicating a business's social responsibility actions and how a lack of such communication can result in poor perceptions of their true intent with philanthropic works and other social responsibility deeds. Maignan and Ralston (2002) and Margolis and Walsh (2003) found that embracing corporate social responsibility can stimulate positive image perceptions. Other scholars also found that embracing CSR can enhance an organization's reputation (Walker et. al, 2013); positively change consumers attitudes toward a corporation (Brown & Dacin, 1997; Mohr, Webb, & Harris, 2001); and drive consumer purchase behaviors (Mohr & Webb, 2005; Walker et. al, 2013).

Social Responsibility in Professional Sport Organizations

While there is a growing body of research on CSR, only recently has it earned the attention of the sport industry. Consideration is now being given to the unique context in which sport operates. Some authors argue that the nature and role CSR plays in sport organizations may be different than in other industries (Babiak & Wolfe, 2009; Smith & Westerbeek, 2007).

Supporting that statement, Smith and Westerbeek (2007) claimed that sport, broadly defined, has many unique factors that positively affect the nature of CSR efforts including: mass media distribution and communication power, youth appeal, positive health associations, and social interaction. Babiak and Wolfe (2009) studied the factors that may contribute to making professional sports' CSR efforts more impactful. They specifically found that fan passion and interest in the product (e.g. the team, the game) leads to increased awareness of the organizations' social responsibility focus. They also found that "relations with stakeholders such as media, players, various levels of government, sponsors, suppliers, fans, and local communities, can benefit from CSR activities." (Babiak & Wolfe, 2009, p.8).

Although CSR has not been examined extensively within the context of sport, the existing studies help start the conversation on what is being done, and the factors and issues associated with the topic. Sheth and Babiak (2009) claimed that local community partnerships, along with philanthropic activities (altruistic giving) strongly influenced a PSO's social responsibility practices. Walker and Kent (2009) conducted a study focused on the CSR activities of professional teams. The authors found that the most common CSR activities are: athlete volunteerism, educational initiatives, philanthropic/charitable donations, community development, fan appreciation, and health-related initiatives. Marquis, Glynn, and Davis (2007) found that CSR activities are applied differently among PSOs, depending on the organization's core mission of their giving programs, and mainly have a local focus.

While CSR emphasis was initially concerned with issues like transparency, accountability, and employee well-being; the attention has now shifted toward the PSOs' role in society (Lau, Makhanya, & Trengrouse, 2004). World leaders, such as Nelson Mandela and the United Nations have suggested that sport has a role in contributing to social change, peace, health, and community involvement (Smith & Westerbeek, 2007). Therefore, it is important to point out that professional sport organizations are becoming more involved through CSR activities in efforts to address social issues and play a more prominent role in society (Walker & Kent, 2009). For example, despite their recent scandals, the Fédération Internationale de Football Association (FIFA) has suggested they are significantly investing in CSR efforts by stating "...more than 40% of FIFA's income goes directly towards supporting the grassroots of the game, development work, and partnerships with relief organizations (FIFA, 2004, p.66)." The Philadelphia Eagles "Go Green" environmental campaign aims to provide a cleaner community for Philadelphia's citizens (Mihoces, 2013). And, according to NBA Commissioner Stern, one of the missions of the league is "...to use our strength for social responsibility" (as cited in Genzale 2006, p. 34).

CSR in professional sports may have greater impact on society than other business industries due to its role in society. While there is limited research on professional sports and CSR, Sheth & Babiak (2009) reveal unique elements of professional sport industry that may contribute to the impactfulness of CSR initiatives, one of which is participation and fan loyalty to the organization. The passion and interest that goes hand-in-hand with professional sports, whether the team, players, or organization, has led to increased awareness of socially responsible messaging. This increased awareness allows stakeholders to provide greater support for CSR initiatives (Rahim, Jalaludin, & Tajuddin, 2011).

Illegal Street Racing

This study's main focus was on a professional sport venue's use of corporate social responsibility (CSR) to promote positive social change through events designed for community participation. More specifically, the study aimed to assess the venue's attempt to address the issue of illegal street racing. Illegal street racing is a social problem that has gained global status and is linked to illegal actions that often result in tragedy and injury for both participants and innocent citizens (Vingilis & Smart, 2009). Illegal street racing has even been identified as a road safety problem in research literature (Knight, Cook, Ohlson, 2004; Palk, Freeman, Kee, Steinhardt, & Davey, 2010). However, this is an issue often overlooked as a social matter that needs to be addressed. The scarcity of research and data on illegal street racing makes it very difficult for law enforcement to effectively address and/or contain it.

Street racing usually involves extreme speeding on open roadways and is illegal in most states. The National Highway Traffic Safety Administration (NHTSA) added racing as a determining factor in 1998 in order to more accurately address fatal crashes involving illegal street racing (Knight et al., 2004). The NHTSA's Fatality Analysis Reporting System (FARS) concluded that, compared with all fatal crashes, street racing fatal crashes were more likely to occur on urban roadways and with risky driving behaviours (as cited in Knight et al., 2004). The study also concluded that illegal street racing was of greater danger to the racer and innocent drivers because open roadways include fixed objects, such as street lights, that may add to fatality during these crashes (Knight, et al., 2004). Therefore, awareness of the dangers of speeding are highly relevant to illegal street racing. Vanlaar, Robertson, & Marcoux (2008) suggested, based on a review of evidence presented by the Traffic Injury Resersach Foundation, that a 1% increase in speed increased driver's fatality risk by 4-12%. The researchers found that excessive speeding is identified as one of the most common contributors to motor vehicle fatalities, second only to impaired driving, (Vanlaar et al., 2008). Other studies have identified young males as the main group contributing to collisions involving excessive speeding (Meirambayeva et al., 2014; Palk, et. al, 2010). In one of the very few studies attempting to identify the age groups that are most likely to engage in illegal street racing, Armstrong and Steinhardt (2006) found that 16-24 year old males is the age group most prone to engage in illegal street racing.

It is important to point out that in addition to the issues mentioned above, there are also some roadblocks that law enforcement has to face as it attempts to curb street racing. One main issue in combating and ultimately eliminating illegal street racing is a lack of accurate law enforcement reports. Most police jurisdictions do not include a separate code for documenting illegal street racing, meaning these citations are often coded under speeding. This does not allow for adequate calculation of illegal street racing crashes, injuries, and fatalities (Vingilis & Smart, 2009). Another issue is the lack of witnesses. When collisions resulting from street racing occur, drivers are often unwilling to admit to have engaged in street racing. Passengers of racing vehicles and spectators of these races are also often unwilling to report illegal racing (Folkman, 2005). According to a law enforcement officer from a local community in the Southeast region of the US, the lack of statistics on the issue prevents law enforcement from justifying funding for more personnel to help curtail illegal street racing. Lack of statistics also prevents the justification of funding for social programs aimed towards awareness and prevention of illegal street racing (Law enforcement officer, personal communication, July 20, 2014).

Street Fight Series

In an effort to combat illegal street racing, a professional dragway in the southeast region of the United States has created a dragracing series unique to this particular venue. The *Street Fight* series is designed and operated by staff of this professional dragway venue. With illegal street racing on the rise in this local community and on a national level, the dragway PSO reached out to local law enforcement to begin the design of an event that would create a safer community. These dragracing events were designed to offer an alternative to illegal street racing.

A recent interview with the director of the dragway revealed information about how the dragracing events work. In order to participate in *Street Fight* events, a person must have a valid driver's license and a street legal motor vehicle. With a ten dollar entry fee, the racer can make unlimited drag race runs for that day. A five dollar entry fee allows anyone inside the gate to be a spectator of the event (PSO director, personal communication, October 6, 2014). Each event is staffed with local law enforcement, as well as staff and volunteers, who check motor vehicles for safety, and retrieve legal documents in order to ensure safe racing. The legal dragracing events run from April through October, twice a week. This long season allows for greater social change capabilities by providing the community with a safe and affordable place for the dragracers to compete more than six months out of the year (PSO director, personal communication, October 6, 2014). "Working with the community on the *Street Fight* initiative has been a vital part of its success." Cross, director of the *Street Fight* events, went on to disclose that once the community knew this professional sport organization was concerned with the community well-being and not about their personal brand or profits, community members jumped on board and the event numbers and sponsors increased significantly (PSO director, personal communication, October 6, 2014).

"This dragracing series has had a phenomenal impact on our community in the past five years. We in law enforcement see less illegal street racing and more young adults talking about *Street Fight* events at the dragway. These events have a cool factor because of the location and affordability (Law enforcement officer, personal communication, October 3, 2014)." Local law enforcement indicated, that while it is hard to calculate how much illegal street racing has decreased, there has been a drastic decrease in excessive speeding crashes and fatalities in this community over the past several years. There has also been a decreased amount of complaints about illegal street racing (Law enforcement officer, personal communication, October 3, 2014).

Local law enforcement believes in the positive social changes that can result from *Street Fights*, so much that local police are starting a program which will allow first time speeding offenders to redeem their ticket at the next *Street Fight* event and have the citation relieved by their participation in legal racing (Law enforcement officer, personal communication, October 3, 2014). The officer stated this was not yet an official program with the local police department, but they are in the process of formalizing the program in support of the *Street Fight* events.

Methods

Participants/Data Collection

Data were collected onsite during the *Street Fight* series. Potential survey participants, (drivers) were approached and asked to participate in the study. Of the 130 potential survey respondents, 77 completed surveys (n=77) for a 60% return rate. Each driver was approached during the staging session of the event, and asked to participate in the study. If they agreed to participate, they were given a survey to complete. All participants were given the opportunity to complete the survey, which was designed to explore driver awareness of *Street Fight* events as a means for positive social change within this community. The survey questions were also intended to explore whether or not the participants were engaging in less excessive speeding on open roadways because of *Street Fight* events.

Instrument

The survey was developed based upon information drawn from relevant literature, individual personal communications with local enforcement and venue operators, and a panel of experts. The panel of experts was composed of two dragway professionals, one sport management professional, and one law enforcement agent. The panel reviewed and rated the instrument's face and content validity. The resulting survey focused on the social impact of the *Street Fight* events on the local community, specifically exploring participant awareness level of this event series as a safe place to race legally and change of behavior resulting from participation in these events.

Analysis and Results

The data collected using the *Street Fight* survey were analyzed using descriptive statistics to illustrate effectiveness of this event series on positive social change in a community in regards to illegal street racing. Further inferential analyses were conducted using crosstabs and chi-square to find basic patterns and seek significant differences within these analyses. All statistical tests utilized IBM SPSS software version 23 .

The results showed that 69.3% of the respondents indicated they were aware that the *Street Fight* event offered a safe place to legally race, while 80.0% of racers indicated they were less likely to engage in excessive speeding on open roadways because of the event.

The survey sought to uncover reasons why racers attended these events. The most common reasons drivers stated for participating in *Street Fight* events were, safe place to race (67.9%), thrill of speed (62.4%), socialization (57.7%), and affordability (61.5%). Another interesting finding was 43.6% of the drivers surveyed stated they participated in *Street Fights* in an effort to stay out of trouble.

Table 1: Reasons why racers attend *Street Fight* events

| Reasons | Number of respondents | Percent |
|---------------------|-----------------------|---------|
| Safe Place | 53 | 67.9 |
| Thrill of Speed | 49 | 62.8 |
| Affordable | 48 | 61.5 |
| Socializing | 45 | 57.7 |
| Keep out of Trouble | 34 | 43.6 |
| Winning | 18 | 23.1 |
| Competition | 13 | 23.1 |
| Mrkt Promotions | 10 | 12.8 |

Each respondent could answer multiple reasons. N=77

The results showed no significant difference on the participant's age having an affect on participation in the event, levels of awareness regarding the dragway's social message, and the participants willingness to decrease illegal excessive speeding, in these categories based on age. Chi-square tests revealed no significant relationship between age and driver awareness of *street fight* events being created as a safe alternative to illegal street racing ($\chi^2_{(5, n=77)} = .852, p = .974$). However, in regards to age, the category of < 20 years old, 84.6% indicated they were aware these events were created to offer a safe place to race. Twenty-one to 30 year old drivers indicated 87.1% awareness, with this age group bringing in the highest percent of level of awareness for which *Street Fight* events. As the age increases, the level of awareness decreases slightly. Although these results were not significantly different they do indicate a trend.

When drivers were asked if they were less likely to engage in excessive speeding on open roadways during *Street Fight* season, the results showed no significant relationship between drivers' age and avoiding excessive speeding $\chi^2_{(5, N=77)} = p = .901$. One hundred percent of the drivers in the age range of 51-60 years old stated they were less likely to speed excessively on open roads. The analysis also showed that 87.5% of 31-40 year olds indicated they would be less likely to engage in the illegal excessive speeding as a result of their participation in the event. The two youngest categories < 21 and 21-30 years old, had the lowest agreement in avoiding excessive speeding with 83.3% and 80.6% respectively. As is readily apparent, these data still indicate a high degree of avoidance of excessive speeding across all age groups.

When looking at differences between gender and levels of awareness of *Street Fight* events as a safe place to race, 85.2% of the male population indicated they were aware, while 80% of the female participants were aware as well. A chi-square test revealed there was no significant relationship between male or female when it pertained to their level of awareness of these events being created to offer a safe and legal place to race $\chi^2_{(2, N=77)} = .439, p = .803$. As indicated earlier this study also sought information about whether or not drivers would engage

in less excessive speeding on open roadways because of their involvement in *Street Fight* events. Analysis of this data revealed similar results with 83.3% of males and 85.7% of females expressing their willingness to avoid excessive speeding because of attending this event. The chi-square analysis revealed there was no significant relationship between male and female participants when it pertained to their willingness to avoid excessive speeding on open roadways $\chi^2 (2, N = 77) = 4.879, p = .087$.

The survey also asked respondents the frequency and length of their participation in *Street Fight* events. Analysis revealed 29.5% of participants surveyed had been attending *Street Fight* events for five or more years. This category represented the highest number of participants surveyed, followed by respondents with two years of participation at 25.6%, and one year of participation at 16.7%. Of the participants of which had indicated racing at *Street Fights* for five or more years, 48% were between twenty years old to thirty years old. Within the main two age categories, < 20 years old and 21-30 years old, fourteen of the seventy-four participants had attended two years of *Street Fight* events. There was no significant relationship between age and years of participation ($\chi^2 (20, N = 74) = 24.844, p = .207$).

Discussion

Sports teams and sport organizations continue to try to influence social change through competition, rivalries, player interaction, and special sporting events. The philanthropic work professional sport organizations pursue are consistent with principals found in corporate social responsibility (Carroll, 2009; Dielh, 2007). This study looked at one specific PSO and the social impact it was having on a local community, through a special racing series created for local participation.

The *Street Fight* survey focused on intentions of the professional sport organization as they pertained to participant safety, affordability of legal racing, and community collaboration. The survey also focused on impact the racing series had on influencing positive social change within the community. Another area of the survey was focused on motivators of participants to engage in this dragracing series.

Results from this study revealed a majority of racers participating in the *Street Fight* events were aware of the events being created as a safe alternative to illegal street racing within the local community. The results of this study agree with the literature, as scholars suggest that PSOs engaging in social responsibility can have a more powerful influence on society and promote positive social change, when their motives for these actions are known to the community and focus on specific social issues (Inoue, Kent, & Lee, 2011; Lee, et. al, 2012; Lockett, Moon, & Visser, 2006). If sports are to be used as a means to deal with social issues, the PSO must first communicate with local governments and authorities to identify specific social needs (Smith & Westerbeek, 2007). The results obtained in this study were also in line with information provided by the director of the dragway who was interviewed during this process. The PSO director stated once the community knew this PSO was concerned with their well-being and not personal profits, they jumped on board and the event numbers and sponsors increased significantly (PSO director, personal communication, October 6, 2014).

Literature reveals that illegal street racing is a social problem which has gained global status and is linked to tragedy in both participants and innocent citizens (Vingilis & Smart, 2009). The *Street Fight* series was designed out of a need to combat this problem and data from

this study indicates the community is responding in a positive fashion. Data analysis showed that a majority of the surveyed drivers were willing to avoid excessive speeding on open roadways. These findings agree with the information provided by a local law enforcement agent who was interviewed for purposes of this study. “This dragracing series has had a phenomenal impact on our community in the past five years. We are seeing less illegal street racing and more young adults talking about *Street Fight* events” (Law Enforcement Officer, personal communication, October 3, 2014).

While there is limited literature on the topic of corporate social responsibility and PSOs producing sporting events designed for public participation; Smith and Westerbeek (2007) found that sport has many unique factors such as mass media distribution, communication power, youth appeal, and social interaction which allows for more impactful CSR efforts. This idea is supported in the current study as social interaction was listed among the top three motivators for racers participating at these events.

The study focused on frequency of participation in order to gain knowledge as to the amount of time in which these participants have had to be socially influenced by *Street Fight* events. As stated above, 29.5% of all participants surveyed had been attending *Street Fight* events for five or more years. Of those participants, 48% fell within the <20-30 year old category. Corporate social responsibility in professional sports may have a greater opportunity to impact society than other business industries due to its role within society. In the current study we are able to see what age population is attending as well as how often. While there is limited research on professional sports and CSR, Sheth & Babiak (2009) reveal unique elements of professional sport industry that may contribute to the impactfulness of CSR initiatives, one of which is participation and fan loyalty to the organization. The current study reveals a significant number of participants who are repeat consumers of *Street Fight* events. Further study is needed in order to make a direct correlation between repeat participation and decreased illegal drag racing. With information revealed by local law enforcement about decreasing excessive speeding citations during the months of *Street Fight* events, an indirect correlation could be suggested that the more one participates in *Street Fights*, the less likely they are to engage in illegal street racing. Again, additional research in this area needs to be conducted in order to make a direct correlation between these two factors.

Implications, Limitations and Future Research

The current study’s implications for practitioners include the need for more attention to positive impacts on society resulting from sport corporate social responsibility efforts. This study provides a framework for PSOs to follow in order to reach out to their local communities and become involved for the purpose of social change, not profits. It also increases the awareness of illegal dragracing and offer a means by which to decrease this social problem and have a positive social influence on the community. Another implication from this study is the importance of CSR communication to the community. This communication allows the community to buy in to the event with confidence it was created for the racers and not for financial gain of the PSO (citation). The study revealed that *Street Fights* was successful in communicating this message to the community and participants, which *Street Fight* officials credit as the reason for intense growth of this event over the past five years (PSO director, personal communication, October 6, 2014). Armstrong and Steinhardt (2006) found that 16-24 year old males is the age group most prone to engage in illegal street racing. Looking at those

statistics, it can be implied that our study directly surveyed the prime age of illegal street racers, as 63.3% of our participants fell within that age range. This indicates our study indeed focused on the demographic at the center of this social problem.

One of the purposes of this study was to bring about awareness of the important role PSOs play in society and if this awareness, in fact, influences positive social change. The researchers perceive the study as successful in that regard, however, there are limitations to address. The study examined a small respondent sample participating in one *Street Fight* event. Future research could target a much larger number of participants by surveying at multiple race nights. Another population to be examined would be the spectators of *Street Fight* events. This demographic would have different motivations for attending as well as different perceptions of illegal street racing. Another limitation of this study was the lack of more indepth information about the drivers. A study on driver's perceptions about the event and their own participation would offer more indepth look at drivers reasons for attending *Street Fights* as well as perceptions of illegal street racing within their community. Further studies also need to be conducted in order to find direct correlation between driver participation and decrease in illegal street racing citations. As PSOs continue to grow and influence society, it is the researchers hope that this study will spark discussion and action among professionals in regard to the designing of sporting events for public participation in an effort to influence positive social change whatever the social problem may be.

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